

## CLAIMS

What is claimed is:

1. A method of providing a product presentation to a user, comprising the steps of:

retrieving personalization data for a particular user from a database;

assembling display data that is configured to render a three-dimensional display area on a video display, the display area including images of one or more products that are selected based on the personalization data;

sending the display data through a computer network for display on a client computer video display;

receiving a communication from the client computer through the computer network, the communication resulting from interactions with the display area; and

updating the personalization data for the particular user in the database based on the communication.

2. A method in accordance with claim 1, wherein the communication comprises an instruction to select one of the product images in the display area.

3. A method in accordance with claim 1, wherein the communication comprises an instruction to manipulate one of the product images in the display area.

4. A method in accordance with claim 1, further comprising the step of:

assembling modified display data that is configured to render a modified display area having at least a portion of a selected one of the product images shown in more detail.



personalization data from the database, assemble display data that is configured to render a three-dimensional display area on a video display with the display area including images of one or more products that are selected based on the personalization data, send the display data through the computer network for display on a client computer video display, receive a communication from the client computer through the computer network with the communication resulting from interactions with the display area, and update the personalization data for the particular user in the database based on the communication.

13. A system in accordance with claim 12, wherein the communication comprises an instruction to select one of the product images in the display area.

14. A system in accordance with claim 12, wherein the communication comprises an instruction to manipulate one of the product images in the display area.

15. A system in accordance with claim 12, wherein the processing system is further configured to assemble modified display data that is configured to render a modified display area having at least a portion of a selected one of the product images shown in more detail.

16. A system in accordance with claim 15, wherein the processing system is further configured to send the modified display data through the computer network for display on the client computer video display.

17. A system in accordance with claim 12, wherein the processing system is further configured to update the personalization data by processing data included in the communication with a personalization engine.

18. A system in accordance with claim 12, wherein the communication comprises a request for an audio file.

19. A system in accordance with claim 12, wherein the processing system is further configured to send an audio file through the computer network to the client computer.

20. A system in accordance with claim 12, wherein the communication comprises one or more search terms.

21. A system in accordance with claim 12, wherein the display area comprises an input box configured to receive search terms.

22. A system in accordance with claim 12, wherein the display area comprises a virtual room.